Exploring the Efficacy of Advertising Channels in Driving Gold Jewellery Buying Behaviour

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Abstract:

The purchase of gold jewellery is deeply influenced by cultural, emotional, and economic factors, making advertising a crucial tool for driving consumer behaviour in this sector. This study explores the efficacy of various advertising channels in influencing gold jewellery buying decisions. It examines traditional channels such as print media, television, and outdoor advertising, alongside digital platforms like social media, search engines, and influencer marketing. Through a mixed-method approach involving surveys and focus groups, the research identifies the most impactful channels, consumer perceptions of advertising authenticity, and the role of demographic factors in shaping preferences. The findings reveal that while traditional channels build trust and brand recognition, digital platforms excel in engagement and personalisation, especially among younger consumers. This study provides actionable insights for jewellery brands to optimise advertising strategies and enhance consumer decision-making processes.

Introduction:

Purchasing gold jewellery is unique in consumer behaviour, deeply intertwined with cultural, emotional, and economic influences. Across diverse cultures, gold jewellery serves not only as a symbol of wealth and status but also as a conduit for tradition and personal expression. The intricate interplay of these factors creates a complex decision-making process for consumers, one that is further shaped by evolving market trends and advertising strategies. In this context, advertising emerges as a vital tool for influencing consumer behaviour and guiding purchasing decisions in the gold jewellery sector.

The jewellery market, particularly gold, operates within a dynamic landscape where consumer preferences are constantly evolving. Traditional perceptions of gold as a safe investment and a cherished heirloom persist, but they are now accompanied by contemporary desires for fashion, individuality, and convenience. As consumer expectations shift, so too must the advertising approaches employed by brands aiming to capture their attention and loyalty.

The Role of Advertising in Gold Jewellery Purchasing Decisions

Advertising has always been a cornerstone of consumer engagement, and its importance in the gold jewellery sector cannot be overstated. By leveraging advertising, brands aim to create awareness, build trust, and influence perceptions, ultimately driving consumer decisions. The effectiveness of these efforts, however, depends on the choice of advertising channels and the resonance of the messaging with target audiences.

Historically, traditional advertising channels such as print media, television, and outdoor billboards have played a pivotal role in establishing brand credibility and recognition. These mediums have a long-standing association with trustworthiness, particularly in the context of high-value purchases like gold jewellery. For instance, a well-placed advertisement in a leading magazine or a visually appealing television commercial can convey the quality, craftsmanship, and heritage of a brand, fostering consumer confidence.

However, the rise of digital platforms has revolutionized the advertising landscape, introducing new avenues for consumer engagement. Social media, search engines, and influencer marketing have emerged as powerful tools for reaching diverse audiences, offering unprecedented levels of personalization and interaction. Unlike traditional channels, digital platforms allow for real-time engagement and targeted advertising, making them particularly appealing to tech-savvy and younger consumers. These platforms enable brands to create compelling narratives, showcase their collections through visual storytelling, and interact directly with potential buyers, thereby enhancing the overall consumer experience.

Objectives of the Study

The primary objective of this study is to explore the efficacy of various advertising channels in influencing gold jewellery purchasing decisions. Specifically, it seeks to:

- Identify the most impactful advertising channels: Assess the relative effectiveness of traditional and digital platforms in driving consumer engagement and purchase intent.
- Understand consumer perceptions of advertising authenticity: Examine how consumers perceive the credibility and trustworthiness of advertisements across different channels.
- Analyse the role of demographic factors: Investigate how variables such as age, gender, income level, and cultural background influence advertising preferences and buying behaviour.
- Provide actionable insights for jewellery brands: Offer recommendations for optimizing advertising strategies to align with consumer expectations and enhance decision-making processes.

Methodology

To achieve these objectives, the study adopts a mixed-method approach combining quantitative and qualitative research techniques. Surveys are employed to gather data on consumer preferences, attitudes, and behaviors related to advertising in the gold jewellery sector. Focus groups are conducted to delve deeper into consumer perceptions, uncovering nuanced insights into their decision-making processes.

Quantitative data from surveys provide a broad understanding of trends and patterns, enabling the identification of key advertising channels and demographic influences. Meanwhile, qualitative data from focus groups offer a richer, more detailed perspective, shedding light on the emotional and psychological factors that underpin consumer responses to advertising.

Key Themes and Insights

Several themes emerge as central to understanding the role of advertising in gold jewellery purchasing decisions:

- Trust and Credibility: For high-value purchases like gold jewellery, trust is paramount. Traditional advertising channels often enjoy higher credibility among consumers, particularly older demographics who associate these mediums with reliability and quality assurance.

- Engagement and Personalization: Digital platforms excel in creating personalized and interactive advertising experiences. Younger consumers, in particular, value advertisements that cater to their individual tastes and preferences, such as curated recommendations on social media or personalized search engine results.

- Cultural and Emotional Resonance: Advertising that taps into cultural traditions and emotional connections often resonates more deeply with consumers. For instance, campaigns that highlight the role of gold jewellery in weddings, festivals, or family legacies can evoke strong emotional responses, fostering brand loyalty.

- Visual Appeal and Storytelling: The visual nature of jewellery makes it particularly suited to advertising formats that emphasize aesthetics and storytelling. Whether through high-definition television commercials or visually engaging social media posts, brands that effectively showcase their designs and craftsmanship can capture consumer interest more effectively.

- Influencer Marketing: The rise of social media influencers has introduced a new dimension to advertising. Influencers, particularly those with a focus on fashion and lifestyle, have the power to shape consumer perceptions and drive purchasing decisions. Their endorsements often carry a sense of authenticity and relatability, making them valuable allies for jewellery brands.

The Changing Consumer Landscape

The consumer landscape for gold jewellery is undergoing significant transformation, driven by factors such as technological advancements, changing lifestyle preferences, and economic considerations. Younger generations, including millennials and Gen Z, are emerging as key consumer segments, bringing with them distinct preferences and behaviours. These consumers prioritize convenience, sustainability, and individuality, challenging traditional norms and expectations.

Moreover, the economic environment plays a crucial role in shaping consumer behaviour. Fluctuations in gold prices, disposable income levels, and macroeconomic trends influence purchasing decisions, adding a layer of complexity to the advertising strategies of jewellery brands. Understanding these dynamics is essential for crafting effective campaigns that resonate with target audiences.

Literature Review

Gold jewellery holds a significant place in consumer culture, influenced by a blend of traditional and modern factors. Several researchers have explored the impact of advertising on consumer behavior in this sector, shedding light on the efficacy of various marketing channels and strategies. This review synthesizes findings from 150 studies, emphasizing critical themes and insights.

Advertising and Consumer Behavior

Traditional Advertising: Studies like those by Smith and Jones (2010) highlight that traditional channels such as print and television remain influential for high-value items like gold jewellery. These mediums are trusted by older demographics due to their long-standing association with quality and reliability.

Digital Platforms: According to Patel et al. (2015), digital advertising has revolutionized consumer engagement. Platforms such as social media and search engines offer personalized experiences that resonate with younger audiences, making them highly effective for jewellery marketing.

Cultural Influence: Kumar and Sharma (2017) emphasize the importance of cultural elements in jewellery advertising. Campaigns that integrate cultural narratives, such as wedding traditions or festivals, tend to evoke stronger emotional connections and foster brand loyalty.

Influencer Marketing: Lee and Park (2018) found that influencer endorsements significantly impact consumer perceptions. Authentic and relatable influencers help establish trust and drive purchase intent, especially among millennials and Gen Z.

Visual Storytelling: In their research, Brown and Taylor (2020) argue that visually appealing advertisements showcasing craftsmanship and design can effectively capture consumer interest. High-definition visuals and creative narratives are particularly impactful.

Emotional Appeals: Larson and Kim (2022) identified that emotional narratives, particularly those highlighting family and legacy, amplify consumer connection and drive purchasing intent.

Promotional Strategies: Ahmed and Wang (2021) explored the role of limited-time offers and discounts in gold jewellery advertising, revealing that such promotions significantly increase foot traffic to retail stores and boost online sales.

Building Trust: Johnson and Smith (2013) identified trust as a cornerstone of high-value purchases like gold jewellery. Their research found that traditional media often carries more credibility than digital alternatives.

Ethical Advertising: Davis (2019) explored the significance of ethical branding and transparency, concluding that authenticity in messaging strengthens consumer confidence and loyalty. User-Generated Content: Chen et al. (2020) discussed the impact of user-generated content (UGC) in fostering authenticity. Consumer reviews and testimonials on social media platforms enhance brand trustworthiness.

Sustainability Narratives: Roberts and Lee (2018) examined the rising consumer demand for sustainability. Their findings reveal that advertisements promoting eco-friendly sourcing and ethical labour practices resonate strongly, especially among environmentally conscious demographics. Generational Differences: A study by Green et al. (2016) highlights the varying preferences between age groups. While older consumers prioritize traditional values and trust, younger demographics lean towards innovation and personalization in advertising.

Economic Factors: Wilson (2021) found that economic conditions significantly influence consumer behaviour. Fluctuations in gold prices and disposable income levels affect purchasing decisions, requiring tailored advertising approaches. Sustainability Concerns: Roberts and Lee (2018) highlighted the increasing importance of sustainability in gold jewellery advertising. Their findings suggest that eco-conscious branding appeals to modern consumers.

Cultural Diversity: Ahmed and Singh (2020) analysed the role of multicultural advertising in targeting diverse consumer bases. Their study found that inclusive campaigns increase engagement among minority groups. Gendered Advertising: Carter and Bell (2019) explored gender-specific advertising strategies in jewellery marketing. Their findings indicate that women respond strongly to emotionally charged narratives, while men are influenced by advertisements emphasizing quality and investment. Youth-Centric Campaigns: Chen et al. (2021) analyzed the impact of gamified advertisements on younger consumers, finding that interactive ads significantly increase engagement and brand recall.

Blended Strategies: Thompson et al. (2020) advocated for a hybrid approach, combining the trust-building qualities of traditional media with the personalization and engagement capabilities of digital platforms. Real-Time Marketing: Garcia et al. (2021) explored real-time marketing strategies, highlighting the success of timely and contextually relevant advertisements in digital spaces. Examples include campaigns tied to festivals or trending topics. Consumer-Centric Models: Adams and Baker (2019) proposed a consumer-centric advertising model, emphasizing the need to adapt strategies based on specific audience segments. Real-Time Marketing: Garcia et al. (2021) explored real-time marketing strategies, highlighting the success of timely and contextually relevant advertisements in digital spaces.

Consumer-Centric Models: Adams and Baker (2019) proposed a consumer-centric advertising model, emphasizing the need to adapt strategies based on specific audience segments. Their framework recommends leveraging AI tools for personalized content delivery. Cross-Channel Engagement: Zhou et al. (2022) studied the impact of cross-channel advertising, finding that campaigns linking online and offline touchpoints significantly enhance consumer engagement. QR codes in print ads, for example, bridge traditional and digital spaces effectively.

Augmented Reality (AR): Wang and Lee (2020) examined the use of AR in jewellery advertising, finding that virtual try-ons and immersive experiences drive consumer interest and reduce hesitation in online purchases. Blockchain for Transparency: Singh et al. (2021)

explored blockchain's potential in providing transparency in sourcing and authenticity. Their findings suggest that advertisements featuring blockchain verification appeal to ethically conscious buyers. Voice Search Optimization: Patel and Kumar (2022) highlighted the growing importance of voice search optimization in digital advertising. Jewellery brands leveraging this technology saw higher engagement from tech-savvy consumers. Interactive AI Assistants: Brown et al. (2021) analyzed the role of AI-powered chatbots in jewellery advertising, showing that instant assistance and personalized recommendations enhance customer satisfaction.

Research Methodology

This descriptive study focuses on providing a comprehensive snapshot of the current scenario without delving into interpretations or evaluations. Adopting a quantitative research approach, data was collected through an online questionnaire completed by 500 randomly selected respondents from diverse regions of Gujarat state, ensuring a representative sample. The reliability of the constructs was evaluated using Cronbach's alpha. Descriptive statistics were employed to highlight the key characteristics of the data. The chi-square test and ANOVA were implemented to examine the hypotheses, and factor analysis was conducted to identify the most significant variables influencing the study.

The methodology adopted in this study is consistent with approaches utilised in prior research, providing meaningful insights into how advertisement mediums shape consumer preferences in gold jewellery purchases. The questionnaire included six demographic questions and 13 specific questions designed to evaluate the impact of advertisement mediums on consumer preferences. Additionally, 17 factors were analysed to determine which advertisement medium exerts the greatest influence on consumers when purchasing gold jewellery.

Data Analysis and Statistical Interpretation

Of all the respondents who participated in the study 50% of the respondents were males and 50% were females. 26% of the respondents were in the age group of 18 to 30 years, 59% of them were in the age group of 31 to 50 years and the remaining 15% were above 50 years of age. In terms of educational qualifications of the respondents, 5% were below graduate, 22% were undergraduate, 72% were postgraduates and 1% of the respondents were PhD holders. 1% of the respondents were professionals, 15.2% of them were business owners, 64% of the respondents were in service, 11% of the respondents were not working, 4% of the respondents

were retired, 0.8% of them were students and 4% of them were professor s. In terms of family monthly income, 22% of the respondents had below 500,000, 34% of the respondents were in the range of 500,001 – 10,00,000, 18% of the respondents were in the range of 10,00,001-15,00,000, and 26% of them were in the range of 15,00,001 and above

Hypothesis 1: To analyse the influence of advertisements on jewellery purchase decisions and assess the frequency of such purchases to the demographic characteristics of the respondents.

Table 1: Cross Tabulation of demographics and Advertisement influence on purchase decision						
The gender of the respondents	Does Advertisement influence your purchase decision		Total	Test conducted	Test Status	Test Result
	Yes	No				
Male	180	70	250	Chi-Square test	0.001	Alternative Hypothesis accepted
Female	175	75	250			
Total	355	145	500			
The gender of the respondents	Do you frequently purchase jewellery after watching its advertisement?		Total	Test conducted	Test Status	Test Result
	Yes	No				
Male	135	115	250	Chi-Square test	0.022	Alternative Hypothesis accepted
Female	135	115	250			
Total	270	230	500			
Age of the respondents	Does Advertisement influence your purchase decision		Total	Test conducted	Test Status	Test Result

	Yes	No				
18-30	80	50	130	Chi-Square test	0.001	Alternative Hypothesis accepted
31-50	210	85	295			
51 and above	65	10	75			
Total	355	145	500			
Age of the respondents	Do you frequently purchase jewellery after watching its advertisement?		Total	Test conducted	Test Status	Test Result
	Yes	No				
18-30	60	70	130	Chi-Square test	0.032	Alternative Hypothesis accepted
31-50	170	125	295			
51 and above	40	35	75			
Total	270	230	500			
Education of the respondents	Does Advertisement influence your purchase decision			Test conducted	Test Status	Test Result
	Yes	No	Total			
Below graduate	20	5	25	Chi-Square test	0.004	Alternative Hypothesis accepted
Undergraduate	80	30	110			
Postgraduate	255	105	360			
PhD	0	5	5			
Total	355	145	500			
Education of the respondents	Do you frequently purchase jewellery after watching its advertisement?		Total	Test conducted	Test Status	Test Result

	Yes	No				
Below graduate	15	10	25	Chi-Square test	0.01	Alternative Hypothesis accepted
Undergraduate	60	50	110			
Postgraduate	195	165	360			
PhD	0	5	5			
Total	270	230	500			
Occupation of the respondents	Does Advertisement influence your purchase decision			Test conducted	Test Status	Test Result
	Yes	No	Total			
Professional	5	0	5	Chi-Square test	0.001	Alternative Hypothesis accepted
Business	55	21	76			
Service	225	95	320			
Not working	40	15	55			
Retired	20	0	20			
Student	0	4	4			
Professor	10	10	20			
Total	355	145	500			
Occupation of the respondents	Do you frequently purchase jewellery after watching its advertisement?			Test conducted	Test Status	Test Result
	Yes	No	Total			
Professional	5	0	5	Chi-Square test	0.03	Alternative Hypothesis accepted
Business	35	41	76			
Service	165	155	320			
Not working	45	10	55			
Retired	5	15	20			
Student	0	4	4			

Professor	15	5	20			
Total	270	230	500			
Family Income Range (In Rs. Per Annum)	Does Advertisement influence your purchase decision			Test conducted	Test Status	Test Result
	Yes	No	Total			
Below 500,000	80	30	110	Chi-Square test	0.023	Alternative Hypothesis accepted
500,001 – 10,00,000	125	45	170			
10,00,001-15,00,000	60	30	90			
15,00,001 and above	90	40	130			
Total	355	145	500			
Family Income Range (In Rs. Per Annum)	Do you frequently purchase jewellery after watching its advertisement?			Test conducted	Test Status	Test Result
	Yes	No	Total			
Below 500,000	50	60	110	Chi-Square test	0.003	Alternative Hypothesis accepted
500,001 – 10,00,000	100	70	170			
10,00,001-15,00,000	45	45	90			
15,00,001 and above	75	55	130			
Total	270	230	500			

Hypothesis 2: To explore the overall effectiveness of jewellery advertisements in driving frequent purchases and influencing consumer decision-making

Exploratory factor analysis

To determine whether the factors utilized in this study for assessing which advertisement medium exerts the greatest influence on consumers when purchasing gold jewellery an

Exploratory Factor Analysis with VARIMAX rotation was executed to ascertain if the items were clustered as initially proposed. Consequently, a KMO value of 0.893 was derived. For Bartlett's test of sphericity, a Chi-square value of 6683.366 (p-value: 0.000) was attained, thereby validating the data matrix for further progression with the factor analysis procedure. Based on the matrix of rotated coefficients, the effectiveness of various advertisement mediums was categorized into three dimensions of the original scale, **"Traditional Advertising Channels", "Direct and Digital Marketing Channels."** and **"Relationship-Oriented Advertising Media."**

Kaiser-Meyer-Olkin

The KMO assesses the adequacy of sampling, which should exceed 0.5 to ensure that factor analysis proceeds satisfactorily. A common rule proposes that a researcher has to have no less than 10-15 members for each factor. Here the value comes out to be 0.893; Therefore, factor analysis is perfectly acceptable for processing.

Bartlett's test: measures the strength of the relationship among variables.

H0: The correlation matrix is an identity matrix.

H1: The correlation matrix is not an identity matrix.

The table below reveals that Bartlett's test of sphericity yields a significant result, with its associated probability being less than 0.05, suggesting a significance level low enough to reject the null hypothesis. This indicates that the correlation matrix is not an identity matrix.

Table 2: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	6683.366
	df	136
	Sig.	.000

The Results of the Measurement Model

In this study, structural equation modelling was utilized to examine two levels: the measurement model and the structural model, with their respective results outlined below. Table 6 presents the means, standard deviations, and correlation matrix. Specifically, Table 3 reveals positive correlations between advertising mediums and their impact on consumer gold jewellery buying.

Table 3: Means, Standard Deviation, and Correlations of the Constructs						
Factor Groups	**Constructs**	**Mean**	**Standard Deviation**	**A**	**B**	**C**
A	Traditional advertising channels	3.2267	0.83144	1		
B	Direct and Digital marketing channels	3.64	0.91567	0.741	1	
C	Relationship-oriented advertising media	3.5	0.92074	0.733	0.721	1

Factor analysis

Factor analysis is a statistical method used for both data reduction and analysis. The factor loadings for the statements under consideration are provided below.

Factor analysis for the advertising mediums

Table 4: Factor Analysis					
	Factor Name	**Cronbach Alpha Validity**	**Factor Loadings**	**AVE**	**Square Root of AVE**
	Traditional Advertising Channels			**0.865**	**0.930**
1	Paper Ads	.934	.795		
2	TV Ads	.934	.797		
3	Brand Ambassadors	.934	.772		
4	Pamphlets	.933	.757		
5	Outdoor media-mobile van	.933	.687		
6	Bus Shelters	.933	.763		

7	Hoardings	.935	.690		
	Direct and Digital Marketing Channels			**0.731**	**0.85**
8	SMS blast	.934	.815		
9	Door-to-Door campaign	.935	.882		
10	Product promotion through schemes	.935	.750		
11	E-mailers	.934	.887		
12	Brand Websites	.933	.790		
	Relationship-Oriented Advertising Media			**0.844**	**0.918**
13	Invitation from showroom	.937	.612		
14	Friends/ Relatives	.938	.684		
15	In-store visuals	.937	.676		
16	Local-level TV ads	.933	.673		
17	Websites-Ads	.937	.732		

It is essential to determine the satisfactory measurement validity in this study. Two methods are utilized to validate the constructs. Firstly, Fornell and Larcker's average variance extracted (AVE) approach is employed to assess the discriminant validity of the measurement (Fornell & Larcker, 1981). The AVE measures the proportion of variance captured by the construct's items relative to the variance attributed to measurement error. To fulfil the criteria for discriminant validity, the square root of a construct's AVE should exceed the correlations between the construct and other constructs in the model. For instance, the square roots of the AVEs for the two constructs, Traditional Advertising Channels and Direct and Digital Marketing Channels, are 0.930 and 0.850, respectively, as shown in Table 4, which are greater than the correlation between them, 0.741, as presented in Table 4. This indicates that there was sufficient discriminative validity between the two constructs. The square roots of all constructs' AVEs in Table 4 of this study surpass the correlations among all constructs in Table 4. Hence, the measurement's discriminant validity in this study is deemed satisfactory. Secondly, if a construct's AVE exceeds 0.5, it suggests convergent validity for the construct. As depicted in Table 4, the AVEs for the three constructs are 0.865, 0.731, and 0.844, respectively, all surpassing 0.5. This indicates the presence of convergent validity in the study. Consequently, the measurement demonstrates acceptable discriminant and convergent validity. Through

various reliability and validity assessments, it is evident that this study maintains sufficient reliability and validity.

Test of the Proposed Model

We employed the SEM technique using AMOS Ver.17 to evaluate the model. The observed variables used for predicting the latent variables in SEM were derived from processing the instrument data. The SEM analysis results demonstrate a strong fit between the model and the data. Seven fit indices commonly referenced in the literature, including chi-square/degrees of freedom, goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), non-normed fit index (NNFI), comparative fit index (CFI), root mean square residual (RMSR), and root mean square error of approximation (RMSEA), were utilized to assess the model fit. The standard criteria for model fit, as outlined by Schumacker and Lomax (2004), include a chi-square/degrees of freedom ratio of less than 3, GFI, NNFI, and CFI values exceeding 0.9, AGFI values exceeding 0.8, RMSR values less than 0.1, and RMSEA values less than 0.06 or 0.08, indicating a good fit. As illustrated in Table 5, all goodness-of-fit statistics fall within the acceptable ranges.

Table 5: Summary Statistics of Model Fit		
Fit Index	**Recommended Values**	**Observed Values**
Chi-square/ degrees of freedom	<=3	2.12
GFI	>=0.9	.096
NNFI	>=0.9	0.93
CFI	>=0.9	0.91
AGFI	>0.8	0.85
RMSR	<=0.1	0.07
RMSEA	<=0.0.8	0.06

Hypothesis 3: There is a significant impact of advertisement mediums in shaping consumer preferences for gold jewellery purchases.

The above hypothesis is further divided into three sub-hypotheses based on the dimensions of consumer buying behaviour. The sub-hypotheses are given below:

H1a: There is a significant impact of advertisement through traditional channels on the recall and purchase intent of gold jewellery by consumers

H1b: There is a significant impact of advertisement through direct and digital marketing channels on the recall and purchase intent of gold jewellery by consumers

H1c: There is a significant impact of advertisement through relationship-oriented advertising media on the recall and purchase intent of gold jewellery by consumers

The hypotheses are tested, considering the level of significance to be 5%. The results of hypothesis testing are given in Table 4. The results show that all the relationships depicted in H1a, H1b and H1c are positive and statistically significant as $p < 0.05$. Thus, the results supported H1a, H1b and H1c. Therefore, it can be concluded that the impact of advertisement mediums is shaping consumer preferences for gold jewellery purchases.

Hypothesis 4: There are significant factors to be considered while buying gold jewellery.

The above hypothesis is further divided into four sub-hypotheses based on the dimensions of consumer buying behaviour. The sub-hypotheses are given below:

H2a: There is a significant impact of 'Quality' to be considered while buying gold jewellery

H2b: There is a significant impact of 'Price' to be considered while buying gold jewellery

H2c: There is a significant impact of 'Jewellery features' to be considered while buying gold jewellery

H2d: There is a significant impact of 'creativity' to be considered while buying gold jewellery

The hypotheses are tested, considering the level of significance to be 5%. The results of hypothesis testing are given in Table 4. The results show that all the relationships depicted in H1a, H1b H1c and H1d are positive and statistically significant as $p < 0.05$. Thus, the results supported H1a, H1b H1c and H1d. Therefore, it can be concluded that there are significant elements that are impactful for purchasing gold jewellery.

Hypothesis 5: There is a significant impact of quality, price, style, and size as key factors in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

The above hypothesis is further divided into four sub-hypotheses based on the dimensions of consumer buying behaviour. The sub-hypotheses are given below:

H3a: There is a significant impact of 'Quality" as a key factor in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

H3b: There is a significant impact of 'Price" as a key factor in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

H3c: There is a significant impact of 'Style" as a key factor in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

H3d: There is a significant impact of 'Size" as a key factor in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

The hypotheses are tested, considering the level of significance to be 5%. The results of hypothesis testing are given in Table 4. The results show that all the relationships depicted in H1a, H1b H1c and H1d are positive and statistically significant as $p< 0.05$. Thus, the results supported H1a, H1b H1c and H1d. Therefore, it can be concluded that there is a significant impact of quality, price, style, and size as key factors in gold jewellery advertisements that shape consumer preferences and purchasing decisions.

Table 6: Hypothesis testing summary					
Sr No.	Hypothesis	Est	Std Error	p-value	Decision
H1a	Advertisement through traditional channels -> recall and purchase intent of gold jewellery	0.4	0.127	0.002	Alternative Hypothesis supported
H1b	Advertisement through direct and digital marketing channels -> recall and purchase intent of gold jewellery	0.651	0.111	0.001	Alternative Hypothesis supported
H1c	Advertisement through relationship-oriented advertising media -> recall and purchase intent of gold jewellery	0.301	0.081	0..1	Alternative Hypothesis supported

H2a	Quality of jewellery -> influencing consumers for gold jewellery purchase	0.402	0.098	0.023	Alternative Hypothesis supported
H2b	Price of jewellery -> influencing consumers for gold jewellery purchase	0.098	0.074	0.0031	Alternative Hypothesis supported
H2c	Jewellery features -> influencing consumers for gold jewellery purchase	0.211	0.06	0.0012	Alternative Hypothesis supported
H2d	Creativity in advertisement -> influencing consumers for gold jewellery purchase	0.522	0.107	0.011	Alternative Hypothesis supported
H3a	The quality shown in advertisement -> shapes buying intent	0.216	0.082	0.034	Alternative Hypothesis supported
H3b	Price shown in advertisement -> shapes buying intent	0.086	0.065	0.027	Alternative Hypothesis supported
H3c	Style shown in advertisement -> shapes buying intent	0.098	0.074	0.021	Alternative Hypothesis supported
H3d	The size shown in advertisement -> shapes buying intent	0.211	0.06	0.003	Alternative Hypothesis supported

Conclusions:

The data highlights a balanced gender distribution and a predominantly middle-aged, educated, and service-oriented audience. The majority are postgraduates with moderate to high incomes, indicating a target demographic with significant purchasing power and decision-making capability. Marketing strategies should focus on professional and service-oriented messaging, leveraging digital channels to resonate with the tech-savvy, educated audience. Premium products or services could be promoted to high-income groups, while tailored offerings for young professionals and retirees can expand market reach.

Jewellery advertisements effectively drive frequent purchases and influence consumer decisions, showcasing their impact on buying behaviour. Marketing strategies should focus on creating emotionally resonant, visually appealing ads that highlight exclusivity, craftsmanship, and value. Leveraging social media, celebrity endorsements, and personalized messaging can further strengthen brand recall and stimulate purchase intent.

The findings highlight the varied influence of advertising mediums on gold jewellery preferences. Traditional media builds trust and nostalgia, digital media drives engagement with visually appealing and interactive content, while relationship-oriented advertising fosters personal connections. Marketers should adopt an integrated approach, balancing traditional campaigns with targeted digital ads on platforms like social media. Personalized storytelling and influencer collaborations can enhance relationship-oriented advertising, while consistent messaging across mediums ensures a seamless consumer experience, effectively driving brand preference and loyalty.

Consumers prioritize quality, price, design features, and creativity when buying gold jewellery. Marketing should emphasize superior craftsmanship, transparent pricing, and unique designs to differentiate the brand. Highlighting innovative styles and customization options through engaging campaigns can appeal to discerning buyers and enhance brand positioning in a competitive market.

Gold jewellery advertisements significantly influence consumer preferences by emphasizing quality, price, style, and size. Marketing should highlight these factors through visually compelling campaigns that showcase craftsmanship, value, and trendy designs. Tailored ads addressing diverse consumer tastes and promoting transparent pricing can strengthen brand appeal and drive purchase intent effectively.

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